"We are measuring the impact of the SN and we know we will continue to develop our digital approaches due to the positive impact on our ability to be customer centric."

Robert Box
Management Partner, Mercuri

MERCURI international

Location
Solna, Sweden

No. of Employees
400+

Industry
Management Consulting

Mercuri Sees Lift in Customer Acquisition and Retention with Sales Navigator

CHALLENGE

Operating in 40 countries and in more than 50 different languages, Mercuri Group is the world's largest sales consultancy. Growth in a highly competitive field at the global level presents a number of business development hurdles. Mercuri sought to level-up the sophistication of its prospecting and relationship management.

NEW APPROACH

With a focus on evolving its practices to better align with customer behavior, Mercuri looked at ways to transform its strategy in the age of digital sales. The company turned to Sales Navigator for help leveraging insights and connecting with a wider and deeper set of customer contacts.

RESULTS

Sales Navigator has benefitted Mercuri both in terms of customer acquisition and retention. On the prospecting side, consultants have made introductions with a broader audience of prospects, efficiently engaging with relevant insights to jumpstart interactions. Meanwhile, the company also believes Sales Navigator has been a factor in preventing customer churn, alerting Mercuri to organizational changes in customer accounts so that reps are able to reach out quickly and build new relationships.

*Mercuri International is a LinkedIn partner and receives business referrals from LinkedIn.

LinkedIn Sales Navigator